

Which Print Technology is Right for You?

Thermal Transfer

One-Color on Preprinted Stock
Use label stock with pictogram diamonds preprinted and print variable information with black ink



Monochrome Laser

One-Color on Preprinted Stock
Use label stock with pictogram diamonds preprinted and print variable information with toner



Thermal Transfer

Two-Color Printing
Using red and black print ribbons to print on blank stock



Full Color Laser

On Blank Stock
Using full color printing on blank label stock for ultimate flexibility



Full Color Inkjet

On Blank Stock
Using full color printing on blank label stock for ultimate flexibility



Outsourced Label Stock

Purchase fully printed labels



BENEFITS

- Potential to use existing printers
- Monochrome printing is typically lower cost
- Wide range of materials available

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- Common print method
- Extremely durable output
- Reduced label stock inventory
- Wide range of materials available

- Print logos, graphics, etc with ease
- Make changes quickly
- Minimize inventory costs with blank label stock
- Eliminate stock obsolescence
- Flexibility with label type (sheet roll, fanfold)

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- Make changes quickly
- Minimize inventory costs with blank label stock
- Pigmented inks offer extreme image durability
- Wide range of materials available

- No capital investment in printers
- No internal labor for on-site printing
- Zero waste from printing

DRAWBACKS

- Increased stock inventory
- Less flexibility in printing
- Stock obsolescence
- Less adaptability to future changes
- Required to fully "black out" any unused diamonds

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- Preprinted inventory may still be required
- Higher up front capital cost (compared to laser and inkjet)
- Less flexibility than full color printing

- Cost per label can vary greatly depending on print system

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- Must manage inventory well to avoid stock out
- High cost per label

WHEN TO USE

When using a limited number of chemicals and label formats

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When using a limited number of label stock sizes and no preprints

When using a large variety of label templates and sizes

When using a large variety of label templates and sizes or using as sample/retain labels

With low usage and print revisions or when on-site environmental factors are unfavorable (humidity, dust, space, etc)